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Ear Part 1- Flyer for a BU Student

I remember when I first decided I wanted to play a sport during my college experience. I did not play a sport in high school, but I have always been athletic and good at coordination. I knew I did not want to try out for a varsity sports team because I was not ready for the full commitment needed and I didn't really want to go through try outs, I just wanted to play. I remember seeing a flyer in the rec center about different types of club and intramural sports teams and became interested in joining the ultimate frisbee team. When I went to the activities fair, I saw the table set up for club ultimate frisbee so I decided to sign up. Honestly, I think this was the best decision I made since I started my college career. My roommates always tell me how they wish they would have joined with me. Many students don't even know that the university has club sports or they don't know there are so many different teams offered. Other students know about the club teams, but don't know exactly what they are or how to join.

I decided to make a flyer to display this information to a bloomsburg student. It is mostly directed towards incoming freshmen, but since a student can join a club team at any time, it can be directed for upperclassmen as well. I chose a flyer as the genre for this audience because it is simple and quick to read. Students have so much to worry about, they don't have much time to read through whole brochures or letters. A student can see a flyer and read it in about a minute and walk away with the main point. Flyers are very easy to display and can be put all around campus to ensure that every student sees it at least once.



The main principles I took away from these example flyers were contrast and proximity. I like how the flyer on the right used Bloomsburg colors to show it had something to do with the school. I used this contrast in my poster as well to show that club sports are in the spirit of the university. I highlighted the maroon and white text in grey so you could easily read it. I also put the word "women" in

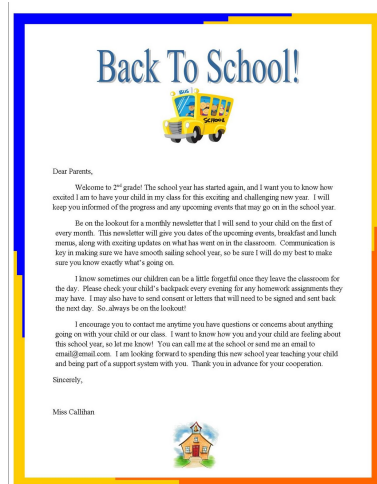
pink and “men” in blue to differentiate between the two. I made the word “co-ed” a mix of blue and pink to represent how it is a mix between boys and girls on the team. I took the proximity of my poster from all three of these examples. In each flyer, the information close to each other all has to do with the same topic. Different information is separated into a different section to show that it is not related. In my flyer, I put attention grabbers at the top of the page, different sport teams in the middle, and contact information on the bottom. I used alignment similar to the flyer on the left where everything is centered because I felt like it was the most appealing view for my information. I chose to make a venn diagram out of tennis racquets and a tennis ball on my poster so that students can easily find the sport teams they can join based on their gender. I chose tennis racquets and a ball to represent sports and make the poster visually appealing. The pictures at the bottom of the flyer show how there is a variety of teams offered and how club sports actually do play and compete.

My flyer:

<https://drive.google.com/file/d/0B8VL9AmpcPe3qWDBzdzhZVXZHRkU/edit?usp=sharing>

Ear Part 2- Letter to parents

Many parents like to stay involved in their children’s lives even after they leave the house for college. Sending a letter home is a good way to make parents feel like they are involved. Although posting flyers should let every student know about the club sport teams, sending a letter home to parents might have a good turnout as well. Some students may see the poster, but just ignore it or forget the information on it. Parents can read the letter and message or text their child to inform them of the opportunities they have on campus.



I thought it would be beneficial for the letter to the parents to be simple and to the point. Parents have a lot to worry about with bills, and jobs, and kids; they don't want to spend so much time reading

My letter:
<https://docs.google.com/document/d/10zVSCq3zQZJzIUCmDy7B04f0j5yXffPTdloIk8veXlM/edit?usp=sharing>

I think satires are a great way to break down stereotypes of a certain topic. Many students feel like they don't want to join a club sport because it will seem like they weren't good enough to play for a varsity team. There are rarely try outs for club sports and mostly everyone who wants to play gets to which is why people think of club sports as less official and unathletic. There are no real coaches of club teams, they mostly just have upperclassmen or alumni captains that teach the new members how to play. There are also no referees at games and tournaments which means all fouls and points are called by the members themselves. Due to these instances, many people view club sports as less official and not as important as varsity level sports. However, when all these stereotypical thoughts are put altogether in a word cloud, it makes them look a little ridiculous and too harsh. People will then start to think about how there is not much of a difference between club and varsity sports and they will stop stereotyping the two.



In these examples the contrast of size plays a big role in the meaning behind the word cloud. The main points are always the bigger words and the smaller words are the less important ones. I made the main points of my satire the bigger words so they catch the eye of the viewer first. The same words

are often used more than once for repetition to really get the point across to the viewer. I also tried to use repetition of “un” before words such as unathletic, unofficial, unorganized, and uncompetitive. I also used “no” in front of words repetitively such as no coaches, no scholarships, no NCAA. I liked the way the words were all aligned in different directions in the examples because it made the word cloud more interesting to read and more aesthetically pleasing to view. There is no real need for proximity in this genre because all the words relate to each other. I did however arrange the words into a stop sign to signify how these are all reasons people think you should not join a club sport.

I then incorporated this word cloud satire into a comic strip satire to expound the meaning of the genre. In the short comic, there is a word cloud poster hanging up in a school hallway. Two girls read the poster and were persuaded to think that they should join a club sport because of the harsh words used to describe them on the poster. This shows how easy it is to change people’s thoughts in a negative way with just a few simple words.

My Satire:

https://docs.google.com/document/d/1IVd-vnl8kYyp1WUCISFtf_zM3kELRgosooHeU6WQyrY/edit?usp=sharing